

Appl. No. 09/666,379  
Amendment dated 6/8/05  
Reply to Office Action dated 4/22/04

## **REMARKS/ARGUMENTS**

Upon entry of this amendment, claims 1-20 have been cancelled without prejudice and new claims 21-40 have been added. It is believed that claims 21-40 define the invention novelly over the art cited by the examiner in the Office Action dated April 22, 2004. This amendment is also accompanied by a Petition to revive an unintentionally abandoned application and the requisite fee.

In the Office Action, the Examiner rejected claims 1-7 and 14-20 under 35 U.S.C. § 102 as being anticipated by the Butler reference. The Examiner also rejected claims 8-13 under 35 U.S.C. § 103 as obvious in light of the Butler reference. Thus, the Butler reference is the only cited art relied upon by the Examiner in rejecting the application.

Applicant has closely reviewed the Butler reference and believes significant differences exist between the reference and the invention as now claimed. The Butler reference uses overlays to create "hotspots" or hyperlinks on a video presentation. Butler describes using a HTML protocol to accomplish this goal. The Butler reference would permit a user to click on the hyperlinks thus established to display ancillary data or to execute another program. Butler also mentions that graphical icons could also be displayed during the video presentation with hyperlinks.

Butler is limited however in that it only mentions using timing data to control the overlaying of the hyperlinks and not location data. Butler also does not mention using masks to alter the audio/visual presentation in a desirable manner by removing content and particularly undesirable content. More specifically, Butler does not mention eliminating or skipping portions

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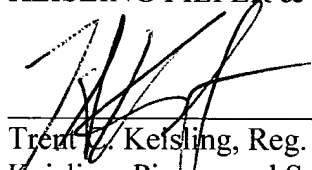
of the audio/video presentation, especially where such is accomplished with changing the original audio/video presentation.

In light of the above, Applicant respectfully believes the present application to be in condition for allowance. An early and favorable action to that effect is earnestly solicited.

Should there be any matter of form or language which stands in the way of examination of the present application, the undersigned hereby respectfully requests a telephone conference to resolve such issues.

Respectfully submitted,

KEISLING PIEPER & SCOTT PLC



Trent L. Keisling, Reg. No. 36,565  
Keisling, Pieper, and Scott PLC  
1 East Center Street, Suite 217  
Fayetteville, Arkansas 72701  
(479) 251-0800  
Attorneys for Applicant

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